



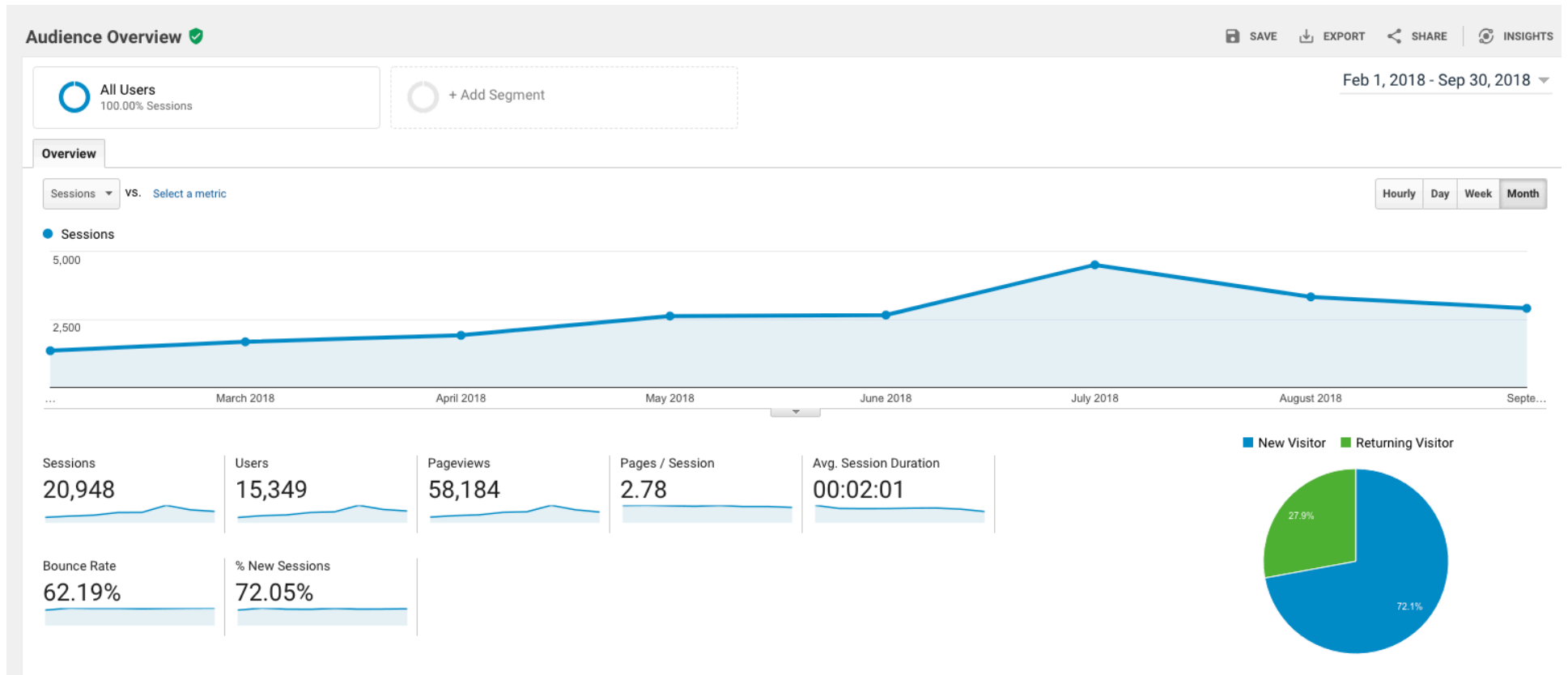
Website Metrics Update

October 9, 2018

ExploreWashingtonCT.com

Feb – Sept Traffic

115% increase in traffic (Sessions)



Feb =
1,348

Sept =
2,905


Feb – Sept Traffic

129% increase in traffic (Users)

Audience Overview


 SAVE  EXPORT  SHARE  INSIGHTS

 All Users
100.00% Sessions

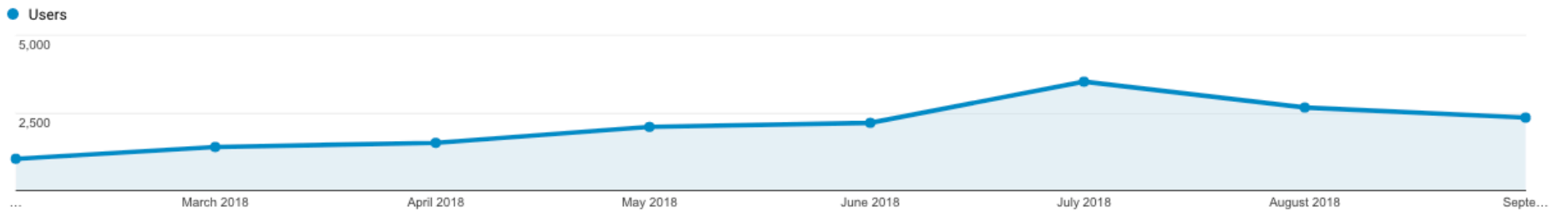
 + Add Segment

Feb 1, 2018 - Sep 30, 2018 

Overview

Users  VS. [Select a metric](#)

Hourly Day Week **Month**



Sessions

20,948

Users

15,349

Pageviews

58,184

Pages / Session

2.78

Avg. Session Duration

00:02:01

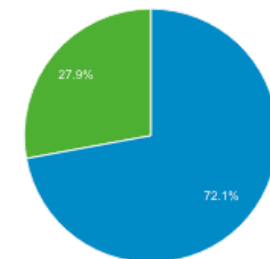
Bounce Rate

62.19%

% New Sessions

72.05%

■ New Visitor ■ Returning Visitor



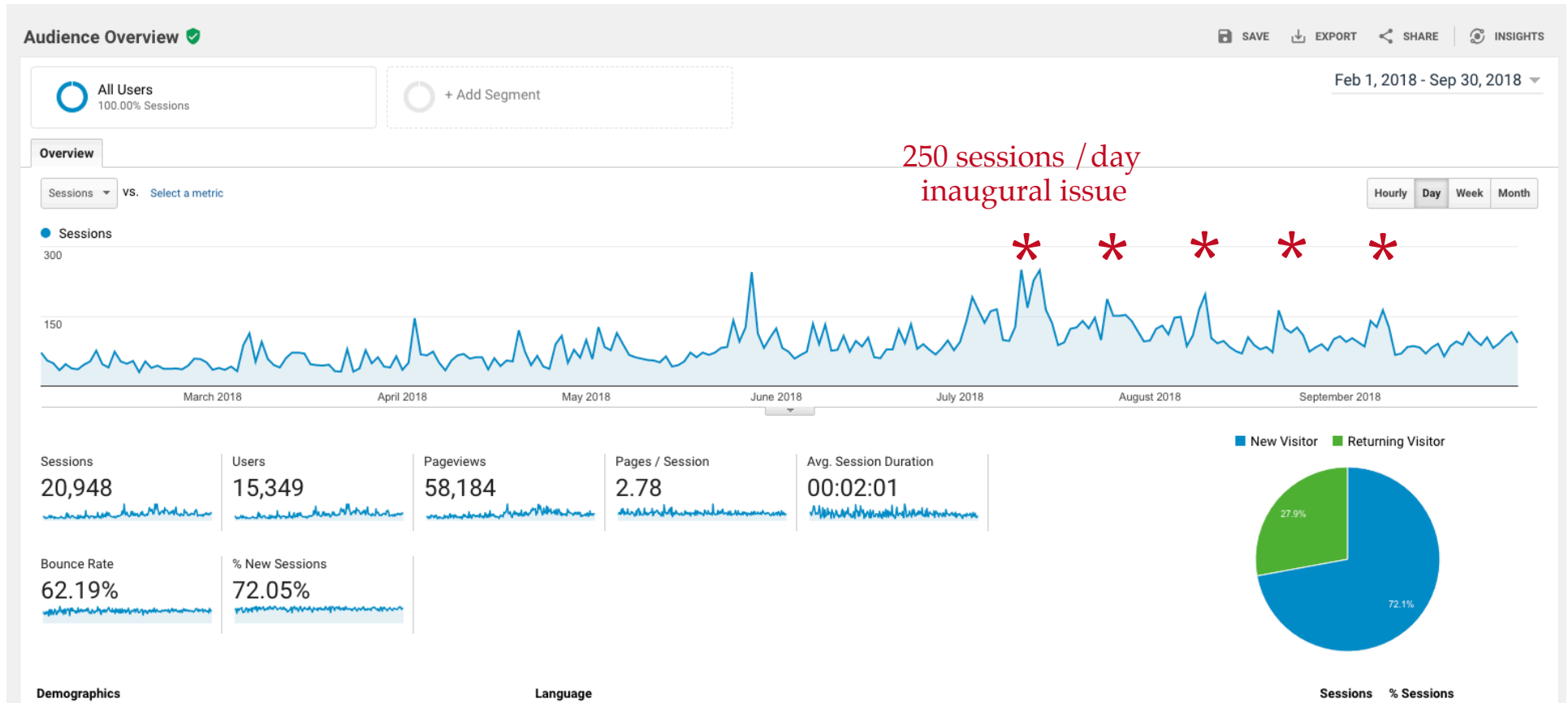
Feb =
1,023

Sept =
2,347

Feb – Sept Traffic

Daily spikes from e-news (Sessions)

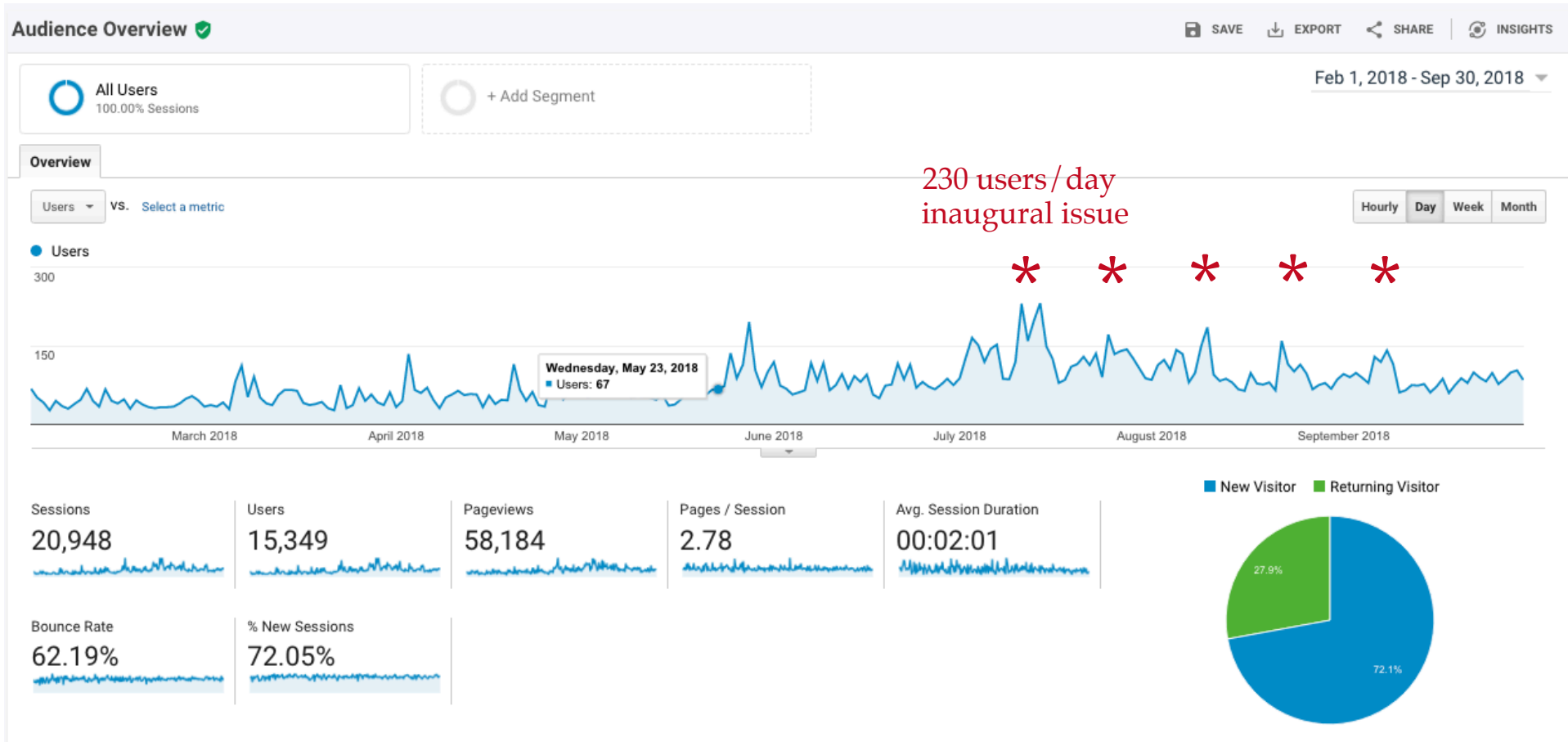
* = This Weekend in Washington e-news



Feb – Sept Traffic

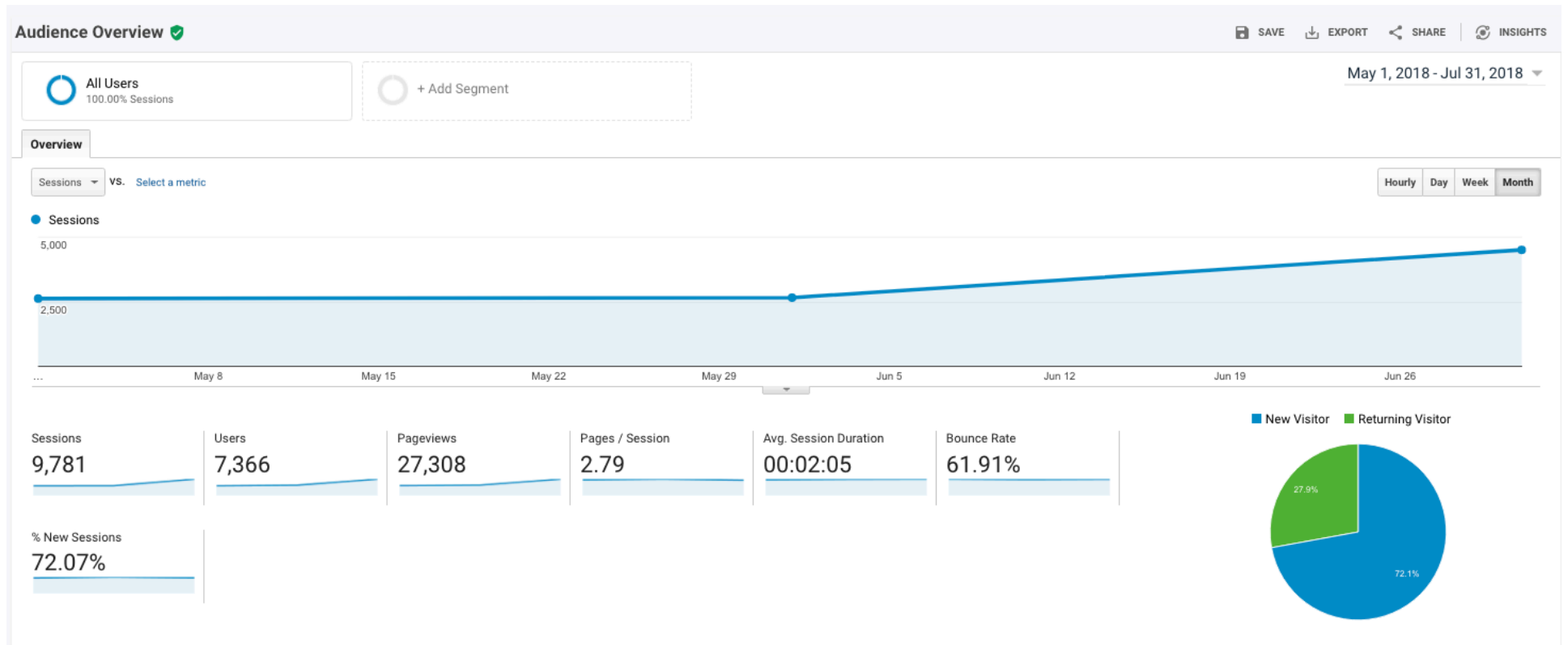
Daily spikes from e-news (Users)

* = This Weekend in Washington e-news



May – July Traffic

72% increase in traffic (Sessions)
72% are new visitors

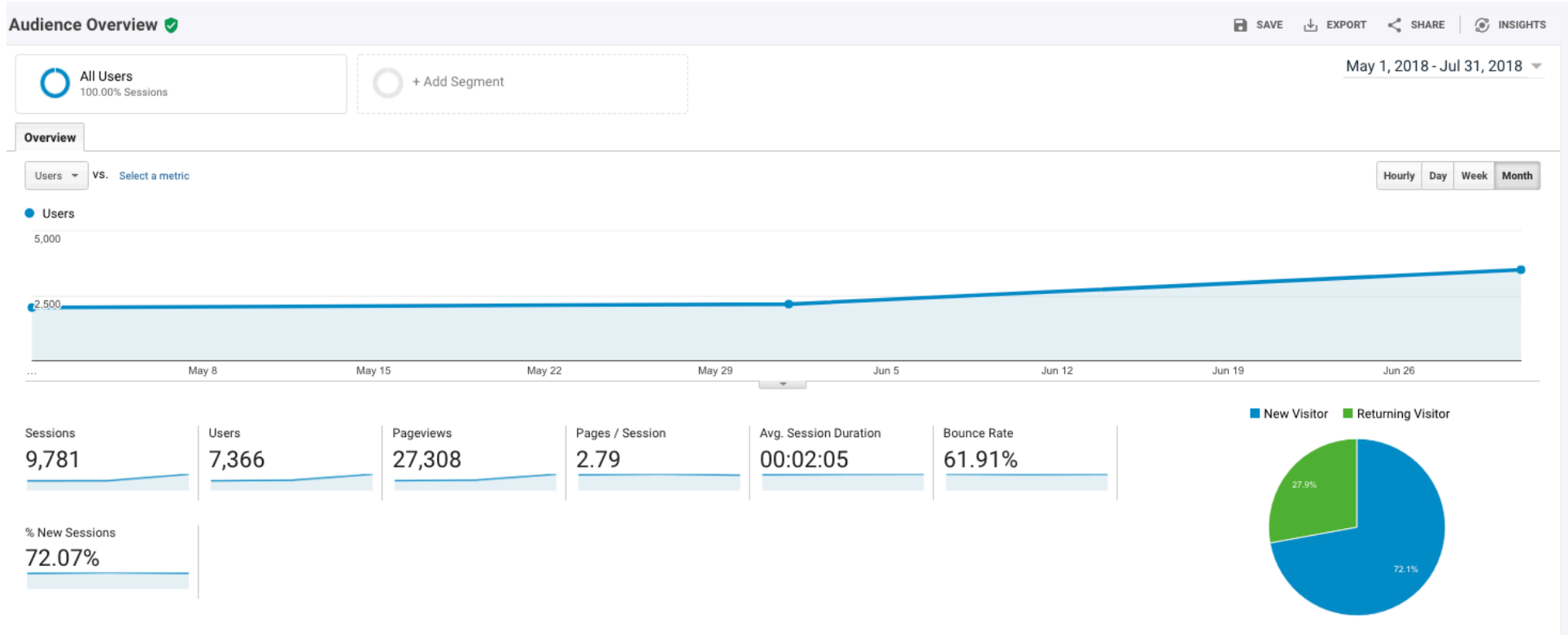


May=
2,621

July=
4,503

May – July Traffic

71% increase in traffic (Users)
72% are new visitors



May=
2,048

July=
3,503

Sept 2017 – Sept 2018 Comparison

2017



2018

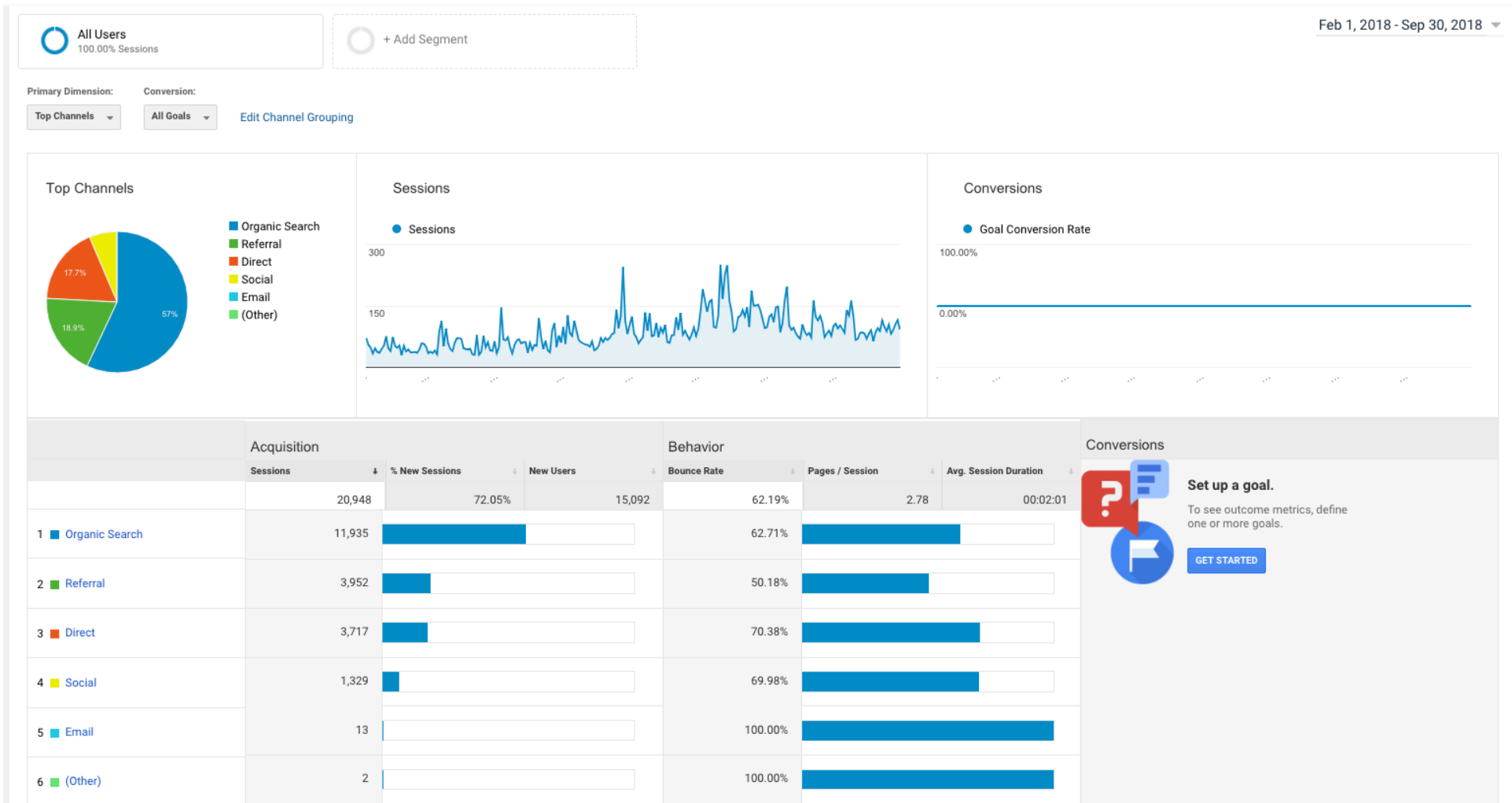


Sessions Increase:
180%

Users Increase:
233%

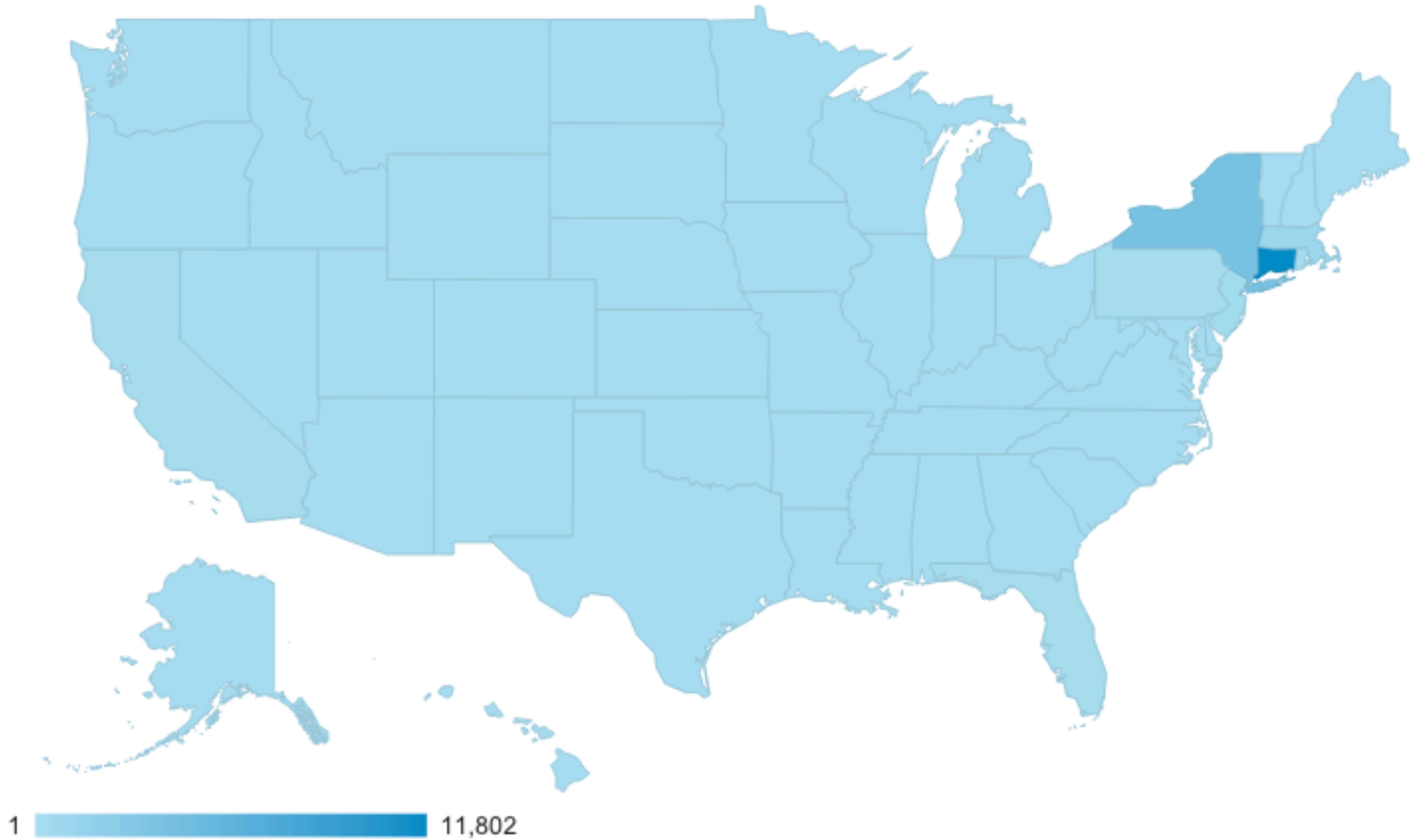
Feb – Sept Acquisition

57% Organic Searches



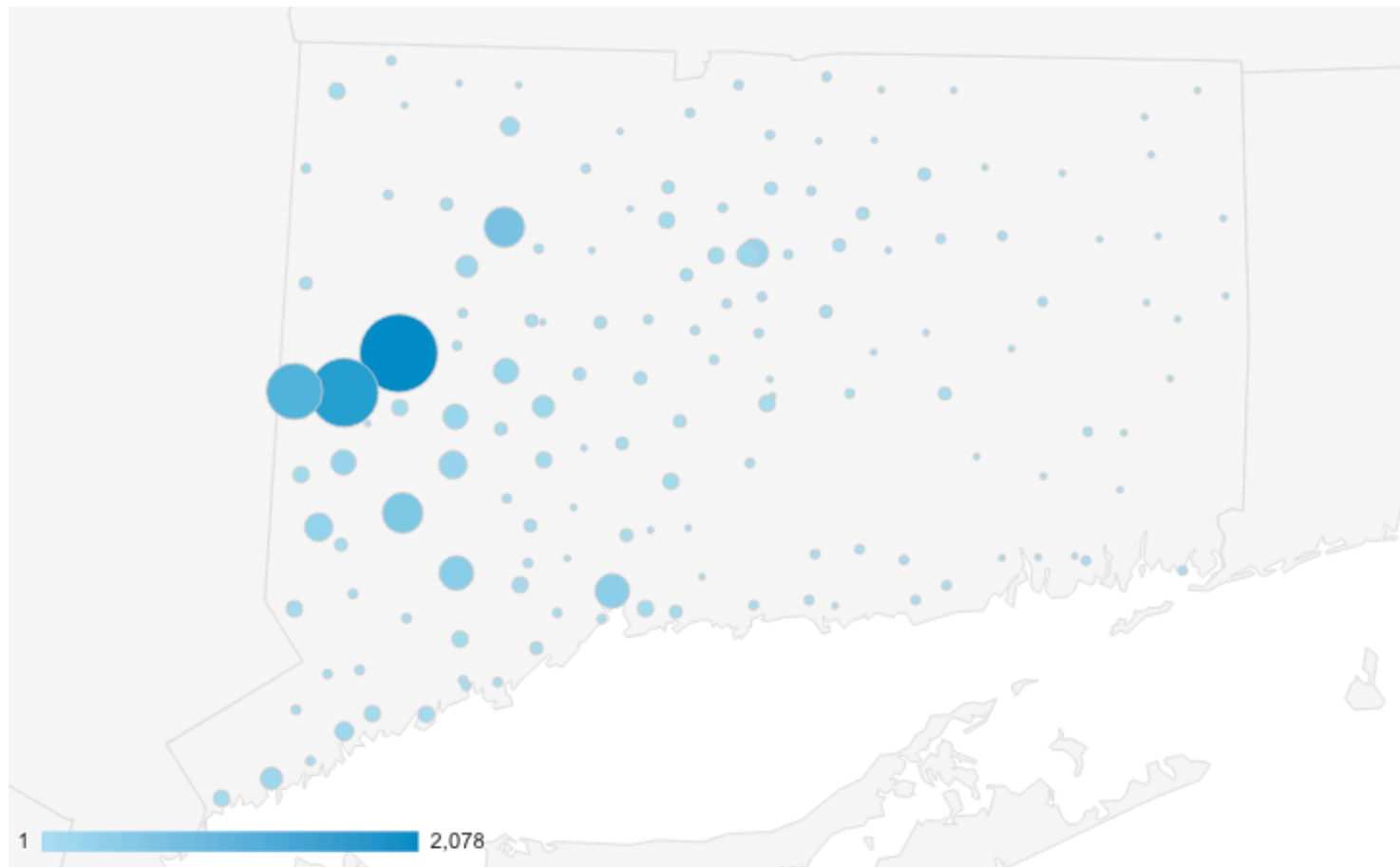
Feb – Sept Geographic

Visits to website from every state



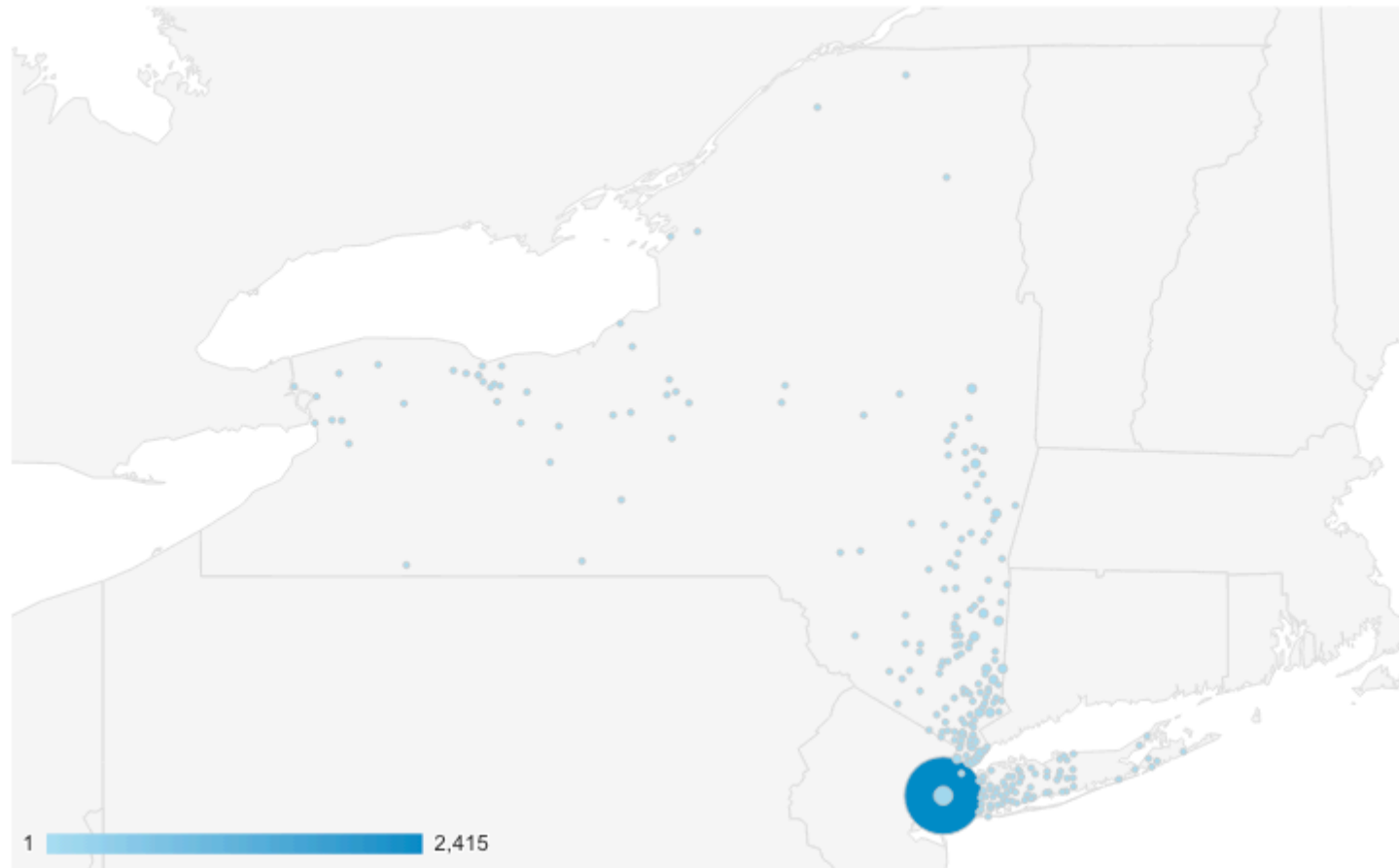
Feb – Sept Geographic

Visits to website from Connecticut



Feb – Sept Geographic

Visits to website from New York




























76% New York City

Feb – Sept Geographic

Top states traffic to website

Region ?	Sessions ? ↓	% New Sessions ?	New Users ?
	19,832 % of Total: 94.67% (20,948)	71.12% Avg for View: 72.05% (-1.29%)	14,104 % of Total: 93.45% (15,092)
1. Connecticut	11,802 (59.51%)	66.05%	7,795 (55.27%)
2. New York	3,344 (16.86%)	75.30%	2,518 (17.85%)
3. Massachusetts	927 (4.67%)	77.78%	721 (5.11%)
4. New Jersey	353 (1.78%)	79.04%	279 (1.98%)
5. Pennsylvania	305 (1.54%)	71.15%	217 (1.54%)
6. California	291 (1.47%)	80.41%	234 (1.66%)
7. Florida	259 (1.31%)	72.20%	187 (1.33%)
8. Michigan	200 (1.01%)	76.00%	152 (1.08%)
9. Rhode Island	200 (1.01%)	84.00%	168 (1.19%)
10. Virginia	194 (0.98%)	91.24%	177 (1.25%)
11. (not set)	187 (0.94%)	98.40%	184 (1.30%)
12. Tennessee	179 (0.90%)	89.94%	161 (1.14%)
13. Illinois	146 (0.74%)	74.66%	109 (0.77%)
14. Texas	136 (0.69%)	83.09%	113 (0.80%)
15. Washington	113 (0.57%)	88.50%	100 (0.71%)
16. Oregon	110 (0.55%)	100.00%	110 (0.78%)
17. Ohio	102 (0.51%)	75.49%	77 (0.55%)
18. District of Columbia	101 (0.51%)	64.36%	65 (0.46%)
19. Georgia	92 (0.46%)	71.74%	66 (0.47%)
20. North Carolina	87 (0.44%)	95.40%	83 (0.59%)
21. New Hampshire	69 (0.35%)	79.71%	55 (0.39%)
22. Maryland	62 (0.31%)	88.71%	55 (0.39%)
23. Vermont	62 (0.31%)	79.03%	49 (0.35%)
24. Colorado	52 (0.26%)	82.69%	43 (0.30%)

Top Pages Visited

Page ?		Pageviews ? ↓	Unique Pageviews ?
		58,184 % of Total: 100.00% (58,184)	45,937 % of Total: 100.00% (45,937)
1. /		6,775 (11.64%)	5,276 (11.49%)
2. /happening-in-washington/washington-events/		4,594 (7.90%)	3,819 (8.31%)
3. /things-to-do/		3,146 (5.41%)	2,130 (4.64%)
4. /things-to-do/featured-events/		2,045 (3.51%)	1,143 (2.49%)
5. /experience/eat-drink/		1,614 (2.77%)	906 (1.97%)
6. /experience/shopping/		1,370 (2.35%)	809 (1.76%)
7. /plan-your-visit/		1,367 (2.35%)	950 (2.07%)
8. /happening-in-washington/		1,313 (2.26%)	987 (2.15%)
9. /experience/nature-outdoors/		1,232 (2.12%)	769 (1.67%)
10. /plan-your-visit/our-five-villages/		1,190 (2.05%)	1,005 (2.19%)
11. /experience/arts-culture/		1,153 (1.98%)	791 (1.72%)
12. /waa-sculpture-walk-2018/		1,047 (1.80%)	900 (1.96%)
13. /plan-your-visit/places-to-stay/		982 (1.69%)	564 (1.23%)
14. /happening-in-washington/washington-blog/		848 (1.46%)	624 (1.36%)
15. /plan-your-visit/getting-here/		840 (1.44%)	724 (1.58%)
16. /living-in-washington/		800 (1.37%)	622 (1.35%)
17. /living-in-washington/washington-life/		754 (1.30%)	628 (1.37%)
18. /experience/family-fun/		597 (1.03%)	417 (0.91%)
19. /plan-your-visit/explore-like-local/		420 (0.72%)	292 (0.64%)
20. /living-in-washington/my-washington/		392 (0.67%)	254 (0.55%)
21. /things_to_do/starberry-farm/		341 (0.59%)	285 (0.62%)
22. /things_to_do/washington-farmers-market/		337 (0.58%)	292 (0.64%)
23. /plan-your-visit/explore-by-seasons/		334 (0.57%)	241 (0.52%)
24. /plan-your-visit/explore-interest/gilmore-girls-getaway/		320 (0.55%)	256 (0.56%)
25. /featured_events/2018-founders-day-regatta/		276 (0.47%)	244 (0.53%)

Social Media Following



919 followers



596 followers



1,340 email subscribers for “This Weekend in Washington”
62% open rate